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SEIK: Sustainable Event Industry Knowledge, creating OERs for event management students

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SEIK

SUSTAINABLE EVENT INDUSTRY KNOWLEDGE

Bridging the gap between academia and practice

Samantha Morris, TU Dublin

What is SEIK?

- SEIK (Sustainable Event Industry Knowledge)
- Aims to develop teaching resources to enhance the event management curricula and to bridge the gap between education and industry
- Led by Dr Bernadette Quinn, Senior Lecturer and the Programme Coordinator of the MSc Event Management
- Funded by TU Dublin Impact, The National Forum for Teaching and Learning and The Higher Education Authority

What is SEIK?

- TU Dublin currently runs a BSc in Events management, a MSc in event management
- PhD students

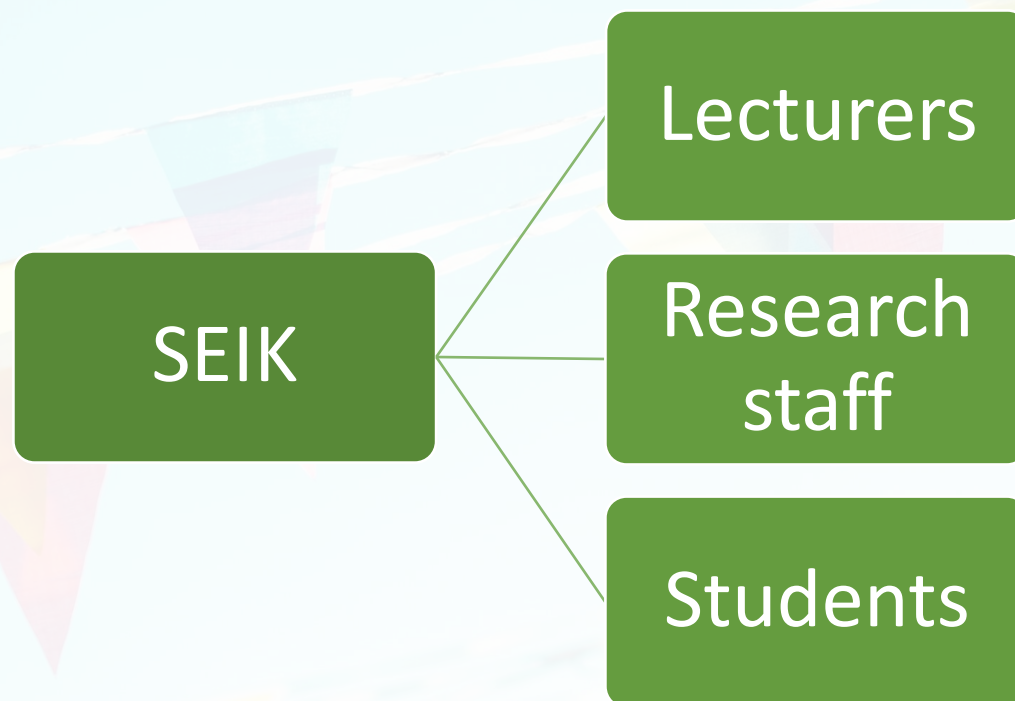
Introduction

- Organising and managing planned events is a recent development in the service economy.
- Develop links between theory and practice.
- The fragmented and gig economy nature of much of the sector means that valuable knowledge and expertise is lost
- This problem has been compounded by the current COVID-19 crisis.

Aims

- Engage with practitioners
- Safeguard their knowledge in a repository,
- Translate it into a variety of novel and innovative teaching resources
- Be appropriate for both offline and virtual environments.
- E.g. printed materials (text book, case study series) podcasts, blogs, videos and audio-visually recorded interviews and webinars.
- Available as OERs available via Arrow, TU Dublin's searchable open access repository with all material licensed under Creative Commons licenses.

The SEIK Team



Students involved at all stages of the project

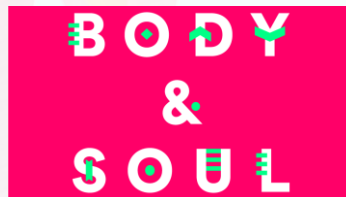
The figure consists of two side-by-side word clouds. The left word cloud, representing postgraduate students, features prominent terms such as "planning&production", "practical", "wedding", "festival", "concert", "design", "marketing", and "budgeting". The right word cloud, representing undergraduate students, also includes "planning&production", "practical", "wedding", "festival", "concert", "design", "marketing", and "budgeting", but with slightly different relative frequencies of words like "practical" and "wedding". Both clouds are set against a dark purple background with colorful geometric shapes at the top and bottom edges.

Step two: Identify key themes

- Key themes
 - Planning and production
 - Design
 - Regulation and legislation
 - Strategic management
- 4 Teams created of both lecturers and students

Step three: Set up a steering committee

- Informed by industry
- Steering committee of 6 industry partners across events industry
 - Including corporate events, festivals, weddings, audio visual, sustainability



Step four: Gather data

- Identify potential interview participants
 - Team members approached contacts
 - Steering committee provided contacts
 - Approached us through LinkedIn
- Interviews- lecturer led with students assisting (students encouraged to come up with questions)
- 43 interviews conducted to date

Step five: Transcribe and encode data

- Transcribe catalogue and encode data
- 32 interviews transcribed to date
- Data coded through excel

Step six: Generate teaching resources

- Student involvement
- Teams committed to generate outputs based on themes

Website

- Website
 - MA in PR students designed website
 - Student blogs
 - Videos-steering committee, students, lecturers
 - Direct to teaching resources

Resources

- All resources will be made available as OERs via Arrow TU Dublin's repository



Examples of teaching resources developed

Short term

Student led

- Blogs
 - Weddings, innovation, technology, sustainability (LinkedIn)
- A series of Podcasts
 - Students interviewing graduates
 - Sustainability in events
 - Equality, diversion and inclusion in events (launching end of May)
- Videos
 - Students developing short informative videos – simple guide to lighting for corporate events, Simple guide to sound for festivals

Examples of teaching resources developed

Short term

Lecturer led

- Podcast Series
 - Pioneers of the industry
 - Sustainability in events industry
- Infographics
- Guides e.g. guide to legislation for events over 5000, Planning,

Examples of teaching resources developed

Short term

- Resources integrated into event management curricula from September at levels 8 and 9
- Steering committee - Thesis ideas, problems, etc

Examples of teaching resources developed Long term

- Case studies
- Vlogs (get industry practitioners to answer questions from students, day in the life etc)
- Integrating AR, VR into teaching resources
- Interactive walkthroughs e.g., how to fill in a licence form, conducting risk assessments



Rubbish left after Pemberton Festival, Canada (Photo by Ellen Foley)

Let's talk about ditching plastic

Published on March 23, 2021 [Edit article](#) | [View stats](#)



SEIK TU Dublin

Sustainable Event Industry Knowledge Developing teaching resources for event management. Bridging the gap between academia and industry....

1 article

By Ellen Foley



Innovative Use of Technology during COVID-19 Focus on Weddings

The current global crisis has thrown many industries into a state of disarray. This is particularly the case for the events industry. COVID-19 has had many negative impacts (i.e. multiple cancellations, loss of revenue, and loss of resources) but it has also had surprisingly positive impacts, such as the increased use of technology to maintain and/or enhance current events. In particular, the use of technology in the wedding industry, a recent field of event studies, which we explore in our interview with the multi-talented event planner, Gabriella Olukoya, who gives vital insight on the current state of the wedding industry and also on how to 'flip the script' and use the 'negatives' and make them positives to elevate your events company. As a current 'Regional Finalist' for Wedding Planner of the Year, Gabby is a prime example of 'Creating Success' during COVID-19 by adding and implementing technology into their events company.

AFTR Events

A Flair to Remember Events (AFTR Events) specializes in the organization of luxury events, these include experiences that integrate innovative designs with the best in wine, food, music, themes, entertainment highlighting the intangible element of luxury, wonder and surprise.



The events are tailor-made, reflecting the personality of each client, be it a family, a product, a company or a cause. AFTR designs plan and manage each project in detail, from conception to delivery. Gabby, the founder and Creative Director, has been designing and providing luxury experiences for more than a decade. In the interview, she told us about AFTR's ambitions as a company. While they have a focus on designing and organising weddings, they also develop luxury social events, in providing event management services, and in scouting custom venues for events, as well as Gala dinners and corporate events in both the UK market, and overseas. Gabby explained that for many people, the allure of exchanging your wedding vows in a scenic paradise, and picturesque setting is a great reason to plan your foreign wedding! AFTR's destination weddings provide the perfect opportunity to find the dream location anywhere in the world where they will take

care of the organization of travel and accommodation or contracts and legal documentation, in an impeccable organization provided for an event of these magnitudes.

VOLUNTEER MANAGEMENT

4 ways to build better relationships with your volunteers

1. PLAN YOUR VOLUNTEER REQUIREMENTS

Why does your event need volunteers and what role/s will they fill? A clear description will help both the volunteer manager and volunteers understand exactly what is required. It clarifies expectations and makes the process of recruitment and selection easier.



2. PROVIDE VOLUNTEER INDUCTION TRAINING



All new volunteers should be provided with an induction on their first day. An induction shows volunteers where they fit into the organisation and gives them the practical information they need to complete the role effectively. Volunteers may also need role-specific training in a one-to-one or group setting. When planning an induction process, revert back to the role description, reiterate the tasks and outline your expectations.

3. DESIGNATE A VOLUNTEER MANAGER

Volunteer managers are often central to an organisation's success in recruiting and retaining volunteers. In addition, volunteer managers understand the motivation behind volunteering and are committed to its ethos. Successful volunteer management ensures that the organisation benefits as much as possible from volunteer involvement but equally the volunteer benefits by being part of it.



4. SAY THANK YOU



This is perhaps the easiest and most important way to show your appreciation. At the end of the day, thank each volunteer for their contribution. Acknowledging and appreciating the work that volunteers do ensures they stay motivated and continue to work for you. Awards, certificates, organizing social events are just some of the ways organisations can recognise the effort and service of volunteers. Remember if you treat your volunteers well they will come back.



SEIK'S SIMPLE GUIDE TO: EVENT LICENCING

WHEN DO YOU NEED AN EVENT LICENSE?



Where an outdoor public event will have more than 5,000 in attendance, the organiser is required to obtain an outdoor events license from the local authority where the event is due to take place.

HOW DO I APPLY FOR A LICENSE?



An application for an outdoor event license must be lodged with Dublin City Council a minimum 12 weeks prior to the commencement of the first event to which the application refers. Event organisers must submit a prescribed preliminary risk assessment form of the proposed event and hold a pre-application consultation meeting.

WHAT WILL BE REQUIRED IN MY APPLICATION?



A notice of intention to hold an event is published in a national and local newspaper; all relevant information including but not limited to an event management plan, site plans and drawings, traffic management proposed layouts and structures. There is Statutory €2,500 fee.

WHAT HAPPENS ONCE MY APPLICATION IS RECEIVED?



The application is made available for inspection for three weeks. If any member of the public wishes to view the application they may do so in the local planning office. The submission is reviewed and once all statutory bodies are happy with the submitted plans the license is granted. This happens four weeks prior to the event.



- More information:
- www.seik.com Launching in June
- <https://www.linkedin.com/in/seiktudublin/>
- https://twitter.com/SEIK_TUDublin
- <https://www.facebook.com/seik.tudublin>
- <https://www.instagram.com/seik.tudublin/>

**GO RAIBH
MAITH AGAT**